

3.2.7. An Impact-driven Investment

Like honey to a bee with Hive

HiveHR

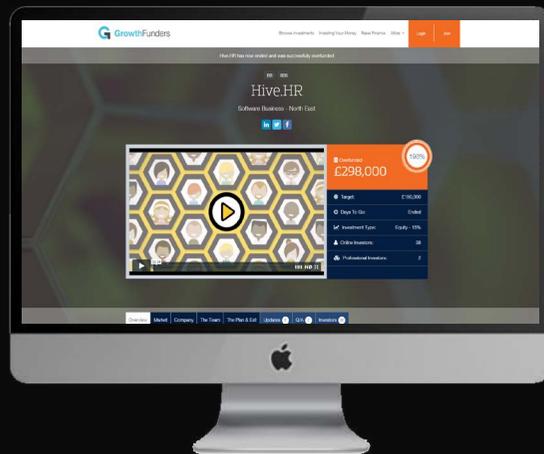
Sector: Software as a Service

Deal Type: Seed Capital

Initial Investment: January 2016

Original investment target: £150,000

Total amount raised: £297,500



Hive is a business that demonstrated both its high growth and positive impact potential. Although perhaps not initially apparent, Hive fulfills two of the core impact themes we look for, as well as the underlying theme of solving a problem for an identified and underserved market.

Challenge

Hive helps businesses improve employee engagement. With over 66% of employees being reported as disengaged or actively disengaged, employee engagement in the UK is a major problem. The majority of employees are not motivated and/or enjoying their job and this can affect the overall morale and productivity within the working culture of a business.

Solution

Rather than the traditional, annual employee survey, Hive's cloud-based software solution provides businesses with the ability to carry out weekly micro, or pulse, surveys to help business leaders gain a real time insight into the engagement levels of their employees and take timely action. Hive is a highly-scalable Software-as-a-Service business operating in a sizable market.

Outputs and Benefits

- **Health and Wellbeing:** Studies have shown that increased motivation, aided by improving the happiness and wellbeing of staff leads to a higher level of productivity and better staff retention. This, in turn, reduces costs for the business because they do not have to spend money re-interviewing for the same role in quick succession, which ultimately provided a better ROI for investors.
- **Employment and Training:** Hive, itself, has created a number of high quality jobs in the North East, as well as helping other businesses to attract and retain talent in other areas of the UK. The Hive software helps employers understand the current skills gaps that exist in their business and highlights the training needs of their workforce. GrowthCapitalVentures has supported Hive in their search for talented and skilled people, recruiting the whole team from developers through to sales and social media.
- **Underserved Markets:** Employers are becoming more aware of the problems associated with poor employee engagement and the market is ripe for a disruptive business to provide a better alternative to the annual employee survey.